

Questions for the Public:

- How easy was it to understand the messages associated with the colors?
- Did you find the specific advice given in the color diagrams useful?
- How could we have improved the communication of this information?

Responses to public questions:

Two draft color coded fish advisory signs and the current advisory sign were shared with the public during a series of meetings held in May and June of 2012. The focus groups included the Portland Harbor Community Advisory Group, five neighborhood associations, and representatives from the Slavic, Tribal, Latino, and Vietnamese communities.

- Each group unanimously and quickly agreed the sign with the color coded message was much easier to understand than the current advisory sign.
- The groups had similar reasons for preferring the color coded sign and found the advice in the color bars useful. General consensus: the bold colors/images caught their attention, the colors/images made it easier to quickly grasp the message rather than searching for their native language and reading the message, the universal red/green color combination clearly symbolized fish to not eat, but also provided fish options. The groups appreciated having the green color bar option as it provide them with alternative rather than just messaging what “not to do.” The majority preferred also having green rather than just having red message of fish not to eat.
- Comments on how to improve:
 - Switch the position of red and green color bars. Red before green. Based on reading patterns, makes more sense if we show fish that should be avoided right under the “Attention.”
 - Use different color for the plate in the red bar, make the plate yellow. It is hard to see the black plate on red background.
 - Use stronger word than “Attention.” Use “WARNING” or “Danger.”
 - Include cell phone app on sign for public to get important updates
 - Use actual photograph of fish rather than the book images, increase size of fish.
 - Use landmarks on map rather than mile markers. Or use a “you are here” star on the maps to help with orientation.

In addition to the three public questions, the following questions were also asked during the focus group meetings to see if color coding could help influence behavior and increase public awareness about the site and health risks. Responses to the questions will be used to update the community involvement plan and shared with the Oregon Health Authority which issues fish advisories.

- How would you explain the message in the sign to your friends or family?
- Do colors and pictures help explain message better than words?
- If you were fishing and saw the sign, would you avoid the fish in the red bar?

- What other information would be helpful for you related to Portland Harbor?
- What would be best way to get information to your community on the fish advisory and for updates about Portland Harbor?

Most of the groups indicated that it was very important to reinforce the signage and information about the Portland Harbor with public service announcements, advertisements in ethnic specific newspapers, and direct outreach to their communities such as attending community celebrations and ethnic festivals. Email announcements, viewing websites and attending community advisory group (CAG) meetings were the least productive way of reaching/communicating information to the various communities and neighborhood associations about the superfund site and fish advisory. It was also suggested that EPA better utilize non-profit organizations representing the various communities to communicate information. EPA was invited to attend several community association festivals and ethnic celebrations, and submit articles to community newsletters as a preferred method of interacting with the community. As a result of the invitations, EPA has attended and tabled Portland Harbor information during a neighborhood festival on June 12 and plans to attend a Slavic Celebration on June 29.

Specific comments:

June 7, 2012 Latino Network

- Like the color coded sign with fish plates (no family) best. Family was confusing.
- When there are too many words people don't read message. Because of colors and images the message and advice was easy to understand.
- Like colors/images, it says alot without including bunch of words.
- Suggestion: if you want to have the text "Warning" "Fish from these waters may be.." in multiple languages, have columns with the text in the various languages. Also suggested making separate signs in each language.
- Change color of plate in the "red" color bar to make it stand out more. Can't really see plate. Make plate yellow or another color so it stands out. Color on plate should be different from red background.
- Put "Dangerous" "Don't eat" in red color bar and put "safe" in green bar. (suggestion from one group member)
- Consider using real fish photograph rather than image. Make fish big. People who don't know much about fishing don't recognize the fish they may catch,

want to be sure they are eating wrong ones. The Spanish names of fish were provided.

- The information was good, but need to get it out to children because and other more widely. Really need campaign about fish advisory. People and children should know what not to eat. Suggestions on getting information out better: pass out information in Spanish in schools, commercial on Spanish local channel, ad in the Spanish newspaper under the community outreach section, materials to WIC in Spanish about fish, afterschool programs, Radia Latina radio PSA, churches, free lunch in park programs, community centers, and Explorando Colombia Slough** Sunday Parkways*** Laura Media Health Fair***, NW Family Services. It is better to work through Spanish organizations to get word out.
- Community members are fishing and catching resident fish to eat.

May 25, 2012 Tribal Trustee comments (Yakima Nation):

- Something more like "WARNING" Fish Consumption Advisory: fish from these waters may be harmful to eat, especially for children, pregnant or nursing women and women of childbearing age."
- Did you find the specific advice given in the color bars useful? Yes. I think it visually conveys the message not to eat resident fish. Although it kind of lacks a presence. I know the logo is in the bottom right corner, but it helps if it's explicitly state. Oregon Health Authority advises...
- How could we have improved the message of not eating resident fish? I am not sure if it is intended but the words "resident fish" appear nowhere on the sign. It may be good to explain the difference in 40 characters or less below the fish image that runs the length of the red bar/in size 14 font for example: * Oregon Health Authority advises against eating resident fish in this area.
- Would the sign help you make a decision about eating fish from Portland Harbor? Sure.
- Would the message in the sign convince you to not eat resident fish? Yes.
- Which sign do you prefer and why? Of the two, the red plate crossed out is more preferable to the image of the family--which is visually jarring. The plate is consistent with the overall look and feel.

May 24, 2012 Vietnamese representative (translator for county school services)

- Likes the color coded sign without the family best. Easy to understand message, not too many words, gets right to the point. Better to simply point out message, be specific what you do/don't want people to do. Quick, easy messages are important to community.
- Like map, but get rid of river mile markers and include landmarks such as Lloyd Center instead
- Use word "warning" Make it very large
- Make font size smaller "fish from these waters.." if not going to put it in various languages
- People are very concerned with their health and being healthy
- Many pay attention and trust notices/warning from government authorities. It is

good to have OHA logo prominent for people to see.

- No Vietnamese words for bass, catfish, carp– keep English words
- Vietnamese are fishing river for resident fish also like salmon and sturgeon, preference is fish with scales
- Many fish in Sauvie Island
- In preparing fish some remove fins, tail, and portion of the head. Use in soups, fry, and make baked salmon. But good amount is fried.
- Ms. Pham would be willing to help with translation in future documents.
- Suggest taking out newspaper ad about fish advisory in Vietnamese newspaper
- Many live in SE and SW Portland. 82nd Street, Powell, Division, Foster, Glisan area.

May 21, 2012 North East Association of Neighborhoods

- Color coded sign without family was unanimously preferred. Family is confusing.
- Message and advise is easy to understand.
- Should have a stronger statement, use "Warning" to really stop people and catch attention. Why can't you use a skull and cross bone?
- Map is good but use landmarks, star to say "you are here" or graphic that describes bridges such as St. Johns bridge use big arches
- Consider cell phone app on sign for more information
- If you use old sign but cross bar on fish so people know they are not supposed to eat.
- Increase news/media awareness of fish advisory, articles in paper, TV & radio announcements, article in Concordian News. Participate in National night out.
- People are fishing and taking fish away for consumption. Need more public awareness– also consider handing out information when people get fishing license.

May 15, 2012 Slavic association representative (President of Slavic Association)

- For her community, the color coded sign (without the family) was good. The current sign (with the nursing women) is also good, but slight preference to the draft color coded sign.
- She suggested that we put the red bar on top of the green bar (switch the position). Based on reading patterns, makes more sense if we show fish that should be avoided right under the Russian word for "Attention." Having "Attention" then the green bar does not make sense.
- The image of the family was confusing, this is why they didn't like the color code with family.
- The crossbar through the fish made sense for her community– that symbol was easy to understand.
- Having the green bar was good because it provided an option of fish that are ok, instead of just saying what to NOT eat.

- The Russian word that is used on the sign is good, strong. Keep this word to catch attention.
- Many people of her community are fishing in the Harbor
- The map on the sign was helpful. She has a background in geography and said map helps people understand the area being discussed.
- She indicated good number use boats to catch fish versus shoreline fishing
- Community members, men, predominately fish on Saturday and Sunday depending on which day they go to church (very important component of community)
- Predominate fish they eat from Harbor are salmon. Fish is usually smoked or ground to make patties.
- She indicated the main fishers, men, will understand the message if we take the suggestion of switching the red and green color bars.
- She is very interested and is passing the word around about not eating resident fish. Also interested in sharing addition information with community.
- It is a somewhat closed community. However she is very willing to distribute information for us.